

# TV *Forecast*

15c

NOVEMBER 5, 1949





So simple  
a child can  
operate  
it—

So rugged  
a child won't  
harm it!

We offer you the  
world's fastest changer



# RCA VICTOR "45"

for only  
**\$12<sup>95</sup>**

Lowest price in history for  
a completely  
automatic changer

**NOW**, at this astonishing price, EVERYONE can afford the unequalled pleasures of 45 rpm music! This compact plug-in player attaches easily to any of your present sets. It's the only sensible way to give children the wonder world that lies waiting in records.

**MORE THAN 1000** 45 rpm record titles now available! New ones out every day... featuring "the stars who make the hits..." "the world's greatest artists..." and children's favorite people, favorite stories and songs!

*Glady's Swarthout says*

"The moment you hear the '45' you'll know why it's called 'a new standard of recorded music,' and 'the system of the future!' Every whisper of tone is reproduced so perfectly. There's never been anything like it!"

## LOOK AT "45" ADVANTAGES:

- Plays the amazing distortion-free 45 rpm records!
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- Easier loading! No posts or clamps to adjust.
- No storage problems—all records are convenient 7-inch size! (Can play as long as ordinary 12-inch!)
- Non-breakable records! Wear up to 10 times longer.
- Virtually no surface noise!

... and 45 rpm records are low in cost! Red Seal classics only 95¢, all others including children's, 65¢ (plus excise tax).

## BUY THESE ALBUMS AT YOUR RCA VICTOR DEALERS

- WY-357 Why the Chimes Rang  
Ted Malone narrator, \$1.68 incl. tax
- WY-20 Night Before Christmas  
Milton Cross narrator, \$1.00 incl. tax
- WMO-1077 Christmas Hymns and Carols  
RCA Chorale \$4.51 incl. tax



SEE YOUR FAVORITE  
RCA VICTOR DEALER



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## ON THE COVER

The O'Neill's, a family dramatic series is now telecast via Du Mont network on WGN-TV, channel 9. Shown on the cover are Uncle Bill (Ian Martin) and Ma O'Neill (Vera Allen.) This week the camera will take you to their Flatbush, Brooklyn, home where you'll meet the entire family.

## TV FORECAST

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November 5, 1949

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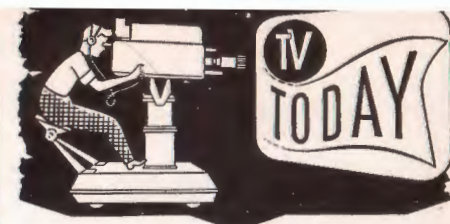
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## CHICAGO—

Red-headed Tommy Bartlett is rumored to be eyeing television. If so, Mr. Godfrey, also carrot-thatched, will have competition . . . Wanted at all Chicago TV studios: a dozen Kigmys. Program directors think Al Capp's creation ideal, specially since they can be kicked around but don't kick back . . . Girl who deserves her own show: Grace Wilson, gal with 1,000,000 friends, whose singing of "Put On an Old Pair of Gloves" on ABC's Barn Dance telecast always rates bouquets . . . Jean Ryden Eley, violinist on the Waring show, is a daughter of a Lutheran minister from Moline, Ill. . . . Ernie Lucas, WGN-TV director, was once a political prisoner of the Nazis. That was in 1944, after he had risen to rank of Editor of Ufa, German film organization.

## NEW YORK—

Asked about video and the way it gobbles up new shows every day, Groucho Marx remarked—"Why, in the old days we used to put a stage show together every two years, and I doubt if we rehearsed as diligently" . . . Ventriquoist Paul Winchell got the greatest number of phone calls ever made by listeners of the late Maj. Bowe's amateur hour, the show that eventually skyrocketed him into TV fame! . . .

## HOLLYWOOD—

Cliff Hall who plays the mayor in "The Front Page", formerly was Jack "Baron Munchausen" Pearl's straight man, Sharlie . . . Ollie O'Toole, heard many a time via Jack Benny's show, now has his own spot on NBC-TV, and he's not bad . . . Kay Kyser is another radio star to join television . . . Don't be surprised to see Bob Hawk, too . . . Talk about the completion of the Chicago-to-Hollywood coaxial cable reveals final link may be joined by Christmas.

—KID HOGAN



**NOW ON  
CHANNEL 7  
YOUR OLD FAVORITE . . .**

**KIDDIE  
PARADE**

**Television's Original  
Juvenile Talent Treat**

with

**Don & Vera Ward**

**7:00 P.M. MONDAY**

★★★★★

**. . . and Boys and Girls**

**Don't miss Larry,**

**The philosophical prop boy**

in

**LARRY ON  
LOCATION**

**5:15 P.M.**

**MON. thru FRI.**

**WENR-TV  
Channel 7**

TV Forecast for November 5, 1949

**Saturday**

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
10:00	4	MULTISCOPE NEWS.	
12:30	5	TOUCHDOWN TIPS.	
12:45	5	FOOTBALL, Pen vs. Virginia from Philadelphia.	
12:55	4	FOOTBALL ALBUM.	
1:00	4	WHAT'S THE SCORE. Pre-game guess of the final score.	
1:15	4	FOOTBALL, Illinois at Indiana.	
	9	CHICAGOLAND NEWSREEL.	
1:35	9	CLUB KICKOFF. Current campus hit songs. N. Sherry and N. Wright.	
1:50	9	FOOTBALL, Wisconsin at N'western.	
3:30	4	FOOTBALL EXTRA. Roundup of scores of other games.	
3:45	9	SCOREBOARD.	
5:00	4	RHUMBA TIME.	
5:30	4	RED BARBER'S CLUB HOUSE. Outstanding stars in sports are interviewed. Club host: Charlie Conerly.	
	7	SAGEBRUSH THEATER. Films of the "wild and woolly" west.	
5:45	4	LUCKY PUP REVIEW. The adventures of the puppets are highlighted in this weekly review.	
6:15	4	TIME FOR BEANIE and his adventures with his sea serpent.	
6:30	4	IN THE FIRST PERSON. Quincy Howe interviews Raymond Moley, author and expert on politics.	
	5	THE NATURE OF THINGS (tentative). Scientific discussion by Dr. Roy K. Marshall with terminology such that laymen can understand it.	
	7	THE LONE RANGER. The adventures of your favorite western hero.	
6:45	4	BLUES BY BARGY. Piano and vocal selections by Jeanne Bargy.	
	5	LEON PEARSON and his news commentary (tentative).	
6:55	4	RUTHIE ON THE TELEPHONE, starring Ruth Gilbert and written by Goodman Ace.	
7:00	4	TRAVEL TIME.	
	5	MEET YOUR CONGRESS (tentative). Discussion of current topics.	
	7	PAUL WHITEMAN'S TV TEEN CLUB. Philadelphia proudly presents a portion of the activities of the Teen Club for your entertainment. Paul's daughter Margo acts as emcee for the amateur show.	
	9	SPIN THE PICTURE.	
7:15	4	FILM SHORTS.	
7:30	5	FILM SHORTS.	
8:00	4	ARMCHAIR DETECTIVE. Can you name the clues before the narrator, in these mystery dramas? H. Allen Smith is narrator.	
	5	WHO SAID THAT? Robert Trout, m.c. asks John Cameron Swayze and guests, Oscar Levant, H. V. Kaltenborn and Dorothy Kilgallen.	
	7	HIGH SCHOOL FOOTBALL, Farragut vs. Tilden, by Pat Flanagan.	
	9	CAVALCADE OF STARS. Jack Carter, m.c. of this variety show, presents outstanding guests and acts.	
8:30	4	FRONTIER THEATER, western film.	
	5	MEET THE PRESS. Newspaper men discuss current topics. Guest: Rhys Hopkins Morris, K. C. Liberal member of Parliament and Regional director of the BBC.	
9:00	5	FEATURE FILM.	
	9	WRESTLING, from Marigold. Chief Don Eagle vs. Benito Gardini.	
9:30	4	PIX OF THE NEWS.	

(Stations reserve the right to change above listings without notice)

TV Forecast

**LETTERS from READERS**

Sir:

Aren't there enough channels telecasting football without cutting off Saturday night's best—Paul Whiteman's teen age club?

Chicago, Ill.

VERA QUINLAN

Sir:

I wish to sincerely thank you for making available to this hospital complimentary copies of *TV Forecast* for use by our patients . . . they serve a very definite need and enable us to make distribution to centrally located places where TV receivers are installed.

VA Hospital  
Hines, Ill.

J. M. BERNAT  
Chief, Special Services

Sir:

It seems such a shame to waste the amount of extra space in your very good TV magazine on Betty Jane Stearn's opinion of U.S. and British TV. . . . I, for one, would hate to have my TV limited to three hours a day and have no choice of what I view.

Lake Villa, Ill.

MRS. V. SUNDIN

Sir:

Very thoughtful of you to send a reporter to Europe to report on television. Makes the folks in Chicago appreciate more the system of sponsors, advertising, and competition, free of government red tape. Congratulations on the series!

Chicago, Ill.

JACK TEAGARDEN

Sir:

Pet Peeves: All networks carrying a major event such as a Truman talk. It's silly, and not good television . . . and doesn't do the cause or the personality that hogs all the air any good, either.

Wilmette, Ill.

JOHN G. GRIMM

Sir:

Bring back that optimist, Robert Q. Lewis. Can't stomach that conceited Arthur Godfrey who speaks in a monotonous monotone.

Chicago, Ill.

MRS. ESTHER DAINAS

Sir:

. . . . I was very happy when he (Godfrey) was on his vacation.

Chicago, Ill.

C.M.R.

TV Forecast

TV Forecast for November 6, 1949

**Sunday**

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
12:30	7	AMATEUR HOUR.	
1:20	9	FOOTBALL, Leo vs. St. Rita.	
1:30	7	THE LONE RANGER. Sat. repeat.	
2:00	7	HOPALONG CASSIDY, "Bar 20".	
3:10	7	KIERAN'S KALEIDOSCOPE.	
3:30	5	AMERICAN FORUM of the air. How sound is deficit spending?	
4:00	5	ARMED FORCES HOUR, "Military MD".	
	7	SUPER CIRCUS present the outstanding acts of Louis Tops and Mickey the monkey, Wilfred May trio, Jugglers, Dogs, Horses and trick car acts.	
4:30	5	SERIALS: "Lightin' Warrior," and "Uncle George".	
5:00	4	HOPALONG CASSIDY, non-repeat.	
	7	SINGING LADY, Irene Wicker.	
5:30	7	ACTION AUTOGRAPHS.	
5:45	7	To be announced.	
6:00	4	WEEKLY NEWS ALBUM.	
	5	LINCOLN PARK ZOO.	
	7	PAUL WHITEMAN'S variety show (See page 6).	
	9	FRONT ROW CENTER, variety show with Georgie Kaye, m.c.	
6:15	4	TRAVEL TIME films.	
6:30	4	THIS IS SHOW BUSINESS. Discussion & Variety. Clifton Fadiman, m.c. Guests: Wendy Barrie, Jackie Coogan, Sam Levenson, and Judy Singer.	
	5	ALDRICH FAMILY, domestic comedy.	
	7	COMEDY THEATER.	
7:00	4	TOAST OF THE TOWN, variety show with Ed. Sullivan, m.c. Claudia Pinza, guest.	
	5	SUPPER CLUB, with Perry Como, (See pages 10 and 11).	
	7	THINK FAST, quiz show.	
	9	MYSTERY PLAYERS, drama. "The Love of Mr. Withers."	
7:30	5	COLGATE THEATER, drama. "Remember the Day," the story of a school teacher whose favorite pupil became President.	
	7	LITTLE REVUE, musical variety.	
	9	NEWSREEL REVIEW.	
8:00	4	FRED WARING SHOW, musical.	
	5	PHILCO PLAYHOUSE, "House of Seven Gables," with Peter Cookson and Joan Chandler. A strange curse on this family causes a death in every generation.	
	7	LET THERE BE STARS, variety.	
	9	CROSS QUESTION (see page 6).	
9:00	4	BURTON HOLMES travelogue. "Navajo and Hopi Land."	
	5	GARROWAY AT LARGE. Dave's guests will be Kukla, Fran and Ollie.	
	7	CELEBRITY TIME, quiz show.	
	9	STARS OF TOMORROW.	
9:15	4	PIX OF THE NEWS.	
9:30	4	HANK MCCUNE SHOW. Variety show.	
	7	YOUNG PEOPLE'S CHURCH.	
	9	COURTESY THEATER presents "Pygmalion," with Leslie Howard and Wendy Hiller.	
10:00	4	FEATURE FILM, "It Happened One Sunday."	
11:15	7	WENR-TV PLAYHOUSE film.	
	9	FEATURE FILM.	

(Stations reserve the right to change above listings without notice)

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**WTMJ-TV Program Schedule Channel 3**  
**THE MILWAUKEE JOURNAL TELEVISION STATION**  
**NOVEMBER 5 THROUGH NOVEMBER 11, 1949**

**SATURDAY, NOVEMBER 5**

1:00 YOUR FBI BULLETIN.  
 1:05 GETTELMAN GRIDIRON PARADE.  
 1:20 FOOTBALL: SOUTH CAROLINA VS. MARQUETTE.  
 3:50 17 ANKINTON SPORTS ROUNDUP.  
 4:00 WILD WEST THEATER.  
 5:00 FILM SHORTS.  
 5:30 MR. JAYCEE.  
 6:00 DUNNINGER-WINCHELL, CBS.  
 6:30 SPORTS PICTURE.  
 6:45 TOP VIEWS IN SPORTS.  
 7:00 ARTHUR GODFREY, CBS.  
 8:00 WHO SAID THAT? NBC.  
 8:30 HOCKEY-STATE FAIR PARK.  
 10:30 NEWS.  
 10:32 TOMORROW'S TELEVISION.

**SUNDAY, NOVEMBER 6**

3:00 BIBLE STORIES.  
 3:15 MEET THE ARTIST.  
 3:30 YOU'RE THE JUDGE.  
 4:00 WAYNE KING SHOW.  
 4:30 SUPER CIRCUS, ABC.  
 5:00 SINGING LADY, ABC.  
 5:30 TO BE ANNOUNCED.  
 6:00 FRED WARING, CBS.  
 7:00 SUPPER CLUB, NBC.  
 7:30 COLGATE TV OLGATER, NBC.  
 8:00 PHILCO TELEVISION PLAYHOUSE, NBC.  
 9:00 CELEBRITY TIME, ABC.  
 9:30 TELENEWS WEEKLY.  
 9:50 ROVING CAMERAS.  
 10:00 TOMORROW'S TELEVISION.

**MONDAY, NOVEMBER 7**

5:00 RADIO CITY ORCHESTRA.  
 5:30 ROAR OF THE RAILS, CBS.  
 5:45 TWENTY FLYING FINGERS.  
 6:00 KUKLA, FRAN & OLLIE, NBC.  
 6:30 THE SPORTS PICTURE.  
 6:45 CAMEL NEWS CARAVAN, NBC.  
 7:00 CHEVROLET TELE-THREAT, NBC.  
 7:30 VOICE OF FIRESTONE, NBC.  
 8:00 THIS IS SHOW BUSINESS.  
 8:30 THE GOLDEN RINGS, CBS.  
 9:00 THE QUIZ KIDS, NBC.  
 9:30 THE GRENADIERS.  
 10:30 NEWS.  
 10:32 TOMORROW'S TELEVISION.

**TUESDAY, NOVEMBER 8**

5:00 RADIO CITY ORCHESTRA.  
 5:30 YOUR LIBRARY STORY.  
 5:45 TWENTY FLYING FINGERS.  
 6:00 KUKLA, FRAN & OLLIE, NBC.  
 6:30 THE SPORTS PICTURE.  
 6:45 CAMEL NEWS CARAVAN, NBC.  
 7:00 TEXACO STAR THEATER, NBC.  
 7:30 FIRESIDE THEATER, NBC.  
 8:30 THE LIFE OF RILEY, NBC.  
 9:00 ORIGINAL AMATEUR HOUR, NBC.  
 10:00 SQUARE DANCE JAMBOREE.  
 10:30 MOREY AMSTERDAM, DUM.  
 11:00 NEWS.  
 11:02 TOMORROW'S TELEVISION.

**WEDNESDAY, NOVEMBER 9**

5:00 RADIO CITY ORCHESTRA.  
 5:30 MUSEUM EXPLORERS CLUB.  
 5:45 TWENTY FLYING FINGERS.  
 6:00 KUKLA, FRAN & OLLIE, NBC.  
 6:30 THE SPORTS PICTURE.  
 6:45 CAMEL NEWS CARAVAN, NBC.  
 7:00 SILVER THEATER, CBS.  
 7:30 THE CLOCK, NBC.  
 8:00 KRAFT TELEVISION THEATER, NBC.  
 9:00 BREAK THE BANK, NBC.  
 9:30 SALUTE TO WISCONSIN.  
 10:00 GUESSING GAME.  
 10:30 NEWS.  
 10:32 TOMORROW'S TELEVISION.

**THURSDAY, NOVEMBER 10**

5:00 RADIO CITY ORCHESTRA.  
 5:30 LUCKY PUP, CBS.  
 5:45 TWENTY FLYING FINGERS.  
 6:00 KUKLA, FRAN & OLLIE, NBC.  
 6:30 THE SPORTS PICTURE.  
 6:45 CAMEL NEWS CARAVAN, NBC.  
 7:00 STOP THE MUSIC, ABC.  
 7:30 TO BE ANNOUNCED.  
 9:00 PRIVATE EYE, NBC.  
 9:30 WRESTLING.  
 10:55 NEWS.  
 10:57 TOMORROW'S TELEVISION.

**FRIDAY, NOVEMBER 11**

5:00 RADIO CITY ORCHESTRA.  
 5:30 LITTLE AMATEURS.  
 5:45 TWENTY FLYING FINGERS.  
 6:00 KUKLA, FRAN & OLLIE, NBC.  
 6:30 THE SPORTS PICTURE.  
 6:45 CAMEL NEWS CARAVAN, NBC.  
 7:00 "MAMA", CBS.  
 7:30 ED WYNN SHOW, CBS.  
 8:00 VERSATILE VARIETIES, NBC.  
 8:30 BIG TEN FOOTBALL FILMS.  
 9:00 BOXING.  
 9:40 GREATEST FIGHTS OF THE CENTURY.  
 9:55 SPORTS HIGHLIGHTS, NBC.  
 10:00 GAY RANCHERS.  
 10:30 ROLLER DERBY, ABC.  
 11:15 NEWS.  
 11:17 TOMORROW'S TELEVISION.



NO PRIVACY for Kukla, as he takes a shower during the telecast of the famous WNBQ weekday show for children, Kukla, Fran & Ollie.

**New Paul Whiteman Show Bows Sunday**

The dean of modern American music, Paul Whiteman, will make his debut in Goodyear's video Review Sunday evening, Nov. 6, on WENR-TV, channel 7.

In addition to having the full Whiteman orchestra, the new show will feature a choral group, dance ensembles, and several of the famous alumni of the original Paul Whiteman orchestra.

Pops Whiteman more famous entertainers than any one modern entrepreneur, including such well-known personalities as Bing Crosby, Morton Downey, Henry Busse, Ferdie Grofe, Tommy and Jimmy Dorsey, Mildred Bailey and Joan Edwards.

**Boyle to Appear on Cross Question**

States Attorney John Boyle and Albert E. Jenner, Jr., president of the Illinois State Bar Association, will be featured on "Cross Question" on WGN-TV Sunday, Nov. 6.

Boyle, who has never appeared on "Cross Question" before, will present the facts of the case involving a killing by a West Madison Street character. The accused slayer is tested for his sanity, and Mr. Jenner, who is also a newcomer to the television cameras, will present the case for the killer's acquittal on an insanity charge.

**Off the Record**

By BOB LEE

Here's a new corner, dedicated especially for you record fans. Each week we hope to talk about the people you enjoy seeing and hearing on television.

Watched the new Wayne King show the other night, as you probably did and was enthralled with its easy-going style. Wayne has turned out some excellent biscuits on the RCA Victor label, one of the latest and best being *Be the Good Lord Willing*. Course it was inspired by Arthur Godfrey's TV sign-off each week.



Billy Leach does a good vocal on this tune, inked by bandleader Jack Fulton, and it still has a good chance of hitting the hit parade jackpot. Reverse side finds lovely Nancy Evans, who also appears on the Wayne King show, singing a new ballad, *Rue de Romance*.

It's a pleasure to say nice things about Nancy, my favorite girl vocalist, cause after singing with her for many shows last year on *Moments of Melody* I learned to appreciate her intimate way of handling a love song. Victor record 20-3471 is easy listening, any time.

Columbia's disk 38537 with Arthur Godfrey reaffirms my faith in his vocal abilities. First heard is the often seen *Heap Big Smoke*, and all of the humor he is able to put across through video seems to be waiting on wax for you to spin when you want a pick-up before television shows start in the evening, or after your favorite channel signs off for the night.

Godfrey with the help of Archie Bleyer and the Too Fat Trio have a good rendition of one of the season's best tunes. Just close your eyes and listen, and you'll imagine bare-chested Godfrey, Injun headdress and all, doing the TV production of this number right in front of you. Reverse side, *The Man With the Weird Beard*, is best left alone.

**PRICE REDUCED**  
**ON FAMOUS**  
**OLD FORESTER!**

**NOW ENJOY THE**  
**FINEST BOND AT**  
**A REAL**  
**SAVING**



AS IT SAYS ON THE LABEL:

*"There is nothing better in the market"*

**OLD FORESTER**  
 BROWN-FORMAN DISTILLERS CORPORATION  
 At Louisville in Kentucky  
 Kentucky Straight Bourbon Whisky • Bottled in Bond  
 100 Proof





**WATCH**  
**"THE TEMPTONES"**  
**Monday Nites 7-7:15 p.m.**

**and**  
**Wed. and Thurs.**  
**7-7:30 p.m.**  
**with NANCY WRIGHT**

Now you can see the "4 men who sound like a million."

Watch these music magicians Monday, Wednesday and Thursday. All four play a variety of instruments—and you'll be amazed to see the Temptones switch instruments during musical numbers without missing a beat.

Lovely, talented Nancy Wright sings with the boys on Wednesdays and Thursdays—so don't miss this sparkling new show series. Your whole family will enjoy it.



DUMONT

TV Forecast for November 7, 1949

## Monday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
9:30 4	YOUR SECOND CUP.		
10:00 4	MULTISCOPE NEWS.		
2:45 5	NEWS TELECAST.		
3:00 4	THE HOMEMAKERS' EXCHANGE.		
3:30 4	TV ALBUM.		
3:40 9	FLORENCE B. ELLIS, reviewer.		
3:45 5	HI LADIES, games and fun.		
4:00 4	MULTISCOPE NEWS.		
9	WOMEN'S MAGAZINE of the air.		
4:15 5	JUDY SPLINTERS—S. Dinsdale.		
4:30 5	HOWDY DOODY SHOW.		
9	Test Pattern.		
4:55 4	TV BILLBOARD.		
5:00 5	CACTUS JIM, western film.		
9	SMALL FRY CLUB.		
5:15 4	COMIC CAPERS.		
7	LARRY ON LOCATION.		
5:30 4	LUCKY PUP.		
9	TRAIL BLAZERS' THEATER. "Fast Bullets."		
5:45 4	WRANGLERS' CLUB (see page 9).		
7	DINNER MUSIC.		
6:00 4	ROAR OF THE RAILS, film.		
5	KUKLA, FRAN AND OLLIE.		
6:15 4	CLARK'S CORNER, musical.		
6:30 4	CBS TELEVISION NEWS.		
5	SHOWROOM with Morton Downey.		
7	SERIAL: "Vanishing Legion."		
9	CATALOG QUIZ, Eddie Hubbard, m.c.		
6:45 4	WINDOW SHOPPING—Pat Banks.		
5	NEWS CARAVAN.		
9	UNCLE MISTLETOE.		
9	CHICAGOLAND NEWSREEL.		
6:55 4	RUTHIE ON THE TELEPHONE.		
7:00 4	SILVER THEATER, drama.		
5	TELE-THEATER, drama, "His Name is Jason," with Luise Rainer.		
7	KIDDIE PARADE, Don & Vera Ward.		
9	THE TEMPTONES, musical variety.		
7:15 9	KORNEY KLOWNS, musical mayhem.		
7:30 4	TALENT SCOUTS, Arthur Godfrey.		
5	VOICE OF FIRESTONE, Leonard Warren, baritone guest.		
7	To be announced.		
9	THE AL MORGAN SHOW, musical variety, by the maestro of the piano.		
8:00 4	CANDID CAMERA, with Allan Funt catching you off guard.		
5	LIGHTS OUT, drama of suspense.		
7	MR. BLACK, "Tale No. 7".		
9	THE WORLD IS YOURS, travel film.		
8:15 9	VIEWPOINTS.		
8:30 4	THE GOLDBERGS, starring Gertrude Berg.		
5	BAND OF AMERICA—Paul Lavalie.		
7	ABC BARN DANCE, variety.		
9	BOXING, professional bouts.		
9:00 4	STUDIO ONE, drama. "The Husband" with Margaret Philips and Robert Fanart.		
5	QUIZ KIDS, Joe Kelly quizmaster.		
7	ROLLER DERBY, Chgo. vs. Phil.		
9:30 5	To be announced.		
10:00 4	ERNIE SIMON interviews people.		
5	THE WEATHERMAN, Clint Youle.		
10:10 5	CLIFTON UTLEY and the news.		
10:15 4	WRESTLING FROM HOLLYWOOD.		
10:30 5	RESERVED FOR GARROWAY.		
10:35 5	BUT NOT FORGOTTEN, Herb Mintz.		
10:45 9	CHICAGOLAND NEWSREEL.		
10:50 5	LET'S LOOK AT SPORTS.		
11:00 4	PIX OF THE NEWS.		
7	FLANA-GRAMS, sports news.		

(Stations reserve the right to change above listings without notice)

TV Forecast

TV Forecast for November 8, 1949

## Tuesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
9:00 4	UNITED NATION REPORTS.		
12:00 4	MULTISCOPE NEWS.		
2:00 4	UNITED NATION REPORTS.		
3:00 4	THE HOMEMAKERS' EXCHANGE.		
3:15 5	NEWS TELECAST.		
3:30 4	TV ALBUM.		
3:45 9	CHICAGOLAND NEWSREEL.		
4:00 4	MULTISCOPE NEWS.		
9	CHICAGO COOKS. B. Barkley.		
4:15 5	JUDY SPLINTERS.		
4:30 5	HOWDY DOODY SHOW.		
9	PLAN A ROOM.		
4:45 9	SILHOUETTES IN SONG, musical.		
4:55 4	TV BILLBOARD.		
5:00 5	CACTUS JIM, western film.		
9	SMALL FRY CLUB.		
5:15 4	COMIC CAPERS.		
7	LARRY ON LOCATION.		
5:30 4	LUCKY PUP.		
5	PET SHOP, Gail and Gay Compton.		
9	TRAIL BLAZERS' THEATER. "Sante Fe Riders."		
5:45 4	WRANGLER'S CLUB. Texas Bruce tells about life on the range.		
7	DINNER MUSIC.		
6:00 4	TIME FOR BEANIE.		
5	KUKLA, FRAN AND OLLIE (see page 6).		
6:15 4	CLARK'S CORNER.		
6:30 4	CBS TELEVISION NEWS.		
5	SHOWROOM, with Roberta Quinlan. Guest: Ronnie Deauville.		
7	SERIAL: "Vanishing Legion."		
9	CATALOG QUIZ.		
6:45 4	WINDOW SHOPPING.		
5	NEWS CARAVAN.		
9	UNCLE MISTLETOE & Aunt Judy.		
9	CHICAGOLAND NEWSREEL.		
6:55 4	RUTHIE ON THE TELEPHONE.		
7:00 4	FRONTIER THEATER.		
5	STAR THEATER, with Milton Berle (see page 14).		
7	KAY MORROW, with a fashion show. (This show may change to 7:45).		
9	COURT OF CURRENT ISSUES, ideas on trial. Discussion show.		
7:15 7	FILM SHORTS.		
7:30 7	MAJORITY RULES, quiz show.		
8:00 4	HOBBY PARADE, celebrities' hobbies.		
5	FIRESIDE THEATER, "Night Owl," Peggy Stewart; "Another Road," H. Tyler.		
7	BEARS' QUARTERBACK CLUB.		
9	THE O'NEILLS, domestic comedy.		
8:30 4	SUSPENSE, mystery drama.		
5	LIFE OF RILEY, is really hectic.		
7	DR. FIXUM, tips on how to fix it.		
9	WRESTLING from Midway Arena.		
9:00 4	CARDINAL TOUCHDOWN CLUB with Bob Elson & Marshall Goldberg and Cards-Lions game films.		
5	ORIGINAL AMATEUR HOUR.		
7	TOMORROW'S CHAMPIONS, boxing.		
9:30 4	FILM SHORTS.		
10:00 4	ERNIE SIMON, the curbstone cutup.		
5	THE WEATHERMAN, Clint Youle.		
10:10 5	CLIFTON UTLEY and the news.		
10:15 4	MURDER BEFORE MIDNIGHT.		
10:30 5	RESERVED FOR GARROWAY.		
10:35 4	PIX OF THE NEWS.		
5	BUT NOT FORGOTTEN, Herb Mintz.		
10:45 7	FLANA-GRAMS, sports news.		
9	CHICAGOLAND NEWSREEL.		
10:50 5	LET'S LOOK AT SPORTS.		

(Stations reserve the right to change above listings without notice)



REACH, podner. It's Texas Bruce Roberts, who heads all WBKB video stars in the fan mail department. Sponsored by Dean Milk, Roberts can be seen on channel 4 Monday through Friday.

**REAL  
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**On television  
tonight and every night  
Monday through Friday**

**545 PM WBKB  
CHANNEL 4**

TV Forecast



## A Couple of Ex-Barbers Who Made Good



## Caruso and Como

**P**ERRY COMO clears his throat, and a hundred females heave a collective sigh. The boy-warbler goes into his song, and the female audience rises as in one body and screams, "Oh, Perry!"

This demonstration is the usual response to any public appearance made by the dark-haired, dark-eyed lad with the I'm-singing-only-to-you voice. Perry, who for so long has played romantic leads to both radio and motion picture audiences, finally came into focus on the video screen with his famous Supper Club show.

If you're a new set owner, dial channel 5, WNBQ, this Sunday and you'll better understand why females swoon over this shy, and modest singer.

"I don't have any tricks at all," he points out modestly. "I just like to sing a song as well as I can. And the only thing that worries me is whether I please my fans."

Once while pushing through a crowd gathered in front of his studio door, Como was stopped by an elderly woman.

"My," she sighed, "You're his very image."

"Whose?" Perry asked.

"Why Rudolph's, of course," she explained. "Rudolph Valentino, I mean.

He was my idol. And you look just like him. Only I like you better. You have such a pretty voice."

When the swoon-boy was 11 years old, back in Canonsburg, Penn., he became an apprentice in the barbering trade. Singing? That was only for the shower and when you felt extra good. Perry became so adept at cutting hair, that when he was 15 he already owned his own shop. The citizens of the town often dropped in. For a haircut? Not always. Mostly to hear Como excise his vocal chords.

Finally friends of the Como family (he was one of 13 children) persuaded Perry to audition for a vocalist spot in Freddie Carolone's orchestra. He got the job, but at a mere \$28 a week.

After his first taste of professional singing, there was nothing in the world to stop Pietro Como's son. Three years later he was featured with Ted Weems orchestra, and fast becoming a singing sensation. Offers began pouring in—from Tommy Dorsey, Guy Lombardo, Horace Heidt. Perry finally settled for a sustaining radio show. Thereafter it was just a matter of gaining momentum on the up-hill grade.



Perry was signed to appear at swank night clubs like the Copacabana, was contracted by the Victor Recording company, and by motion picture companies to make "Something for the Boys," "Doll Face" and "If I'm Lucky."

In 1944 Perry joined the "Supper Club" . . . the show he's been star of ever since.

The glamour boy of TV lives in Manhasset, Long Island, with Roselle (Bel-line) Como, and their two children. He has been married to his childhood sweetheart, Roselle, since July 31, 1933.

Perry is boastful of only one thing—the fact that he's never had a singing lesson in his life. When he first hit the

big-time he was cornered by a publicity man who was assigned to write his autobiography. When Perry listed himself as an ex-barber, the publicity man groaned.

"Dontcha think we better skip that part," he suggested, "It might not be good publicity to have people know you're an ex-barber."

Whereupon Perry, in his own quiet, relaxed manner, pointed out that Enrico Caruso, the famous international opera star, was once also a barber.

"Now he could really sing," Como added, "and I don't think barbering ever ruined *his* career."



TV Forecast for November 9, 1949

# Wednesday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
9:30	4	YOUR SECOND CUP (of coffee).	
10:00	4	MULTISCOPE NEWS.	
3:00	4	THE HOMEMAKERS' EXCHANGE.	
3:15	5	NEWS TELECAST.	
3:30	4	TV ALBUM.	
3:45	9	CHICAGOLAND NEWSREEL.	
4:00	4	MULTISCOPE NEWS.	
	9	WOMEN'S MAGAZINE of the air. Ruth Crowley and Ed Roberts.	
4:15	5	JUDY SPLINTERS & S. Dinsdale.	
4:30	5	HOWDY DOODY SHOW.	
	9	HEALTH TALKS.	
4:55	4	TV BILLBOARD.	
5:00	5	CACTUS JIM, western film.	
	9	SMALL FRY CLUB.	
5:15	4	COMIC CAPERS, fun and magic with the Wards and Boo, the bunny.	
	7	LARRY ON LOCATION.	
5:30	4	LUCKY PUP. Foodini, Pinhead and Jolo entertain you.	
	9	TRAIL BLAZERS' THEATER. "Terror of the Plains."	
5:45	4	WRANGLER'S CLUB, kids show.	
	7	DINNER MUSIC.	
6:00	4	TIME FOR BEANIE.	
	5	KUKLA, FRAN AND OLLIE.	
6:15	4	CLARK'S CORNER, musical.	
6:30	4	CBS TELEVISION NEWS.	
	5	SHOWROOM with Morton Downey.	
	7	SERIAL: "Vanishing Legion."	
	9	CATALOG QUIZ.	
6:45	4	AT HOME SHOW, musical.	
	5	NEWS CARAVAN.	
	7	UNCLE MISTLETOE.	
	9	CHICAGOLAND NEWSREEL.	
7:00	4	ARTHUR GODFREY and his friends.	
	5	CRISIS. True stories from the lives of ordinary people.	
	7	PHOTOPLAY TIME with Wendy Barrie and gossip about Hollywood.	
	9	THE TEMPTONES, half musicians and half magicians.	
7:30	5	THE CLOCK, mystery drama.	
	7	PHOTO CRIME. Inspector Cobb solves another crime.	
	9	STOP, LOOK AND LEARN, quiz.	
8:00	4	FLOOR SHOW, with Dunninger, Paul Winchell & Jerry Mahoney.	
	5	KRAFT TELEVISION THEATER, "Happy Ending" by Joe Bates Smith.	
	7	YOUR WITNESS, drama.	
	9	THE WORLD IS YOURS, travel film.	
8:15	9	FILM VARIETIES.	
8:30	4	THIS WEEK IN SPORTS.	
	7	WRESTLING from Rainbo Arena.	
8:45	4	FILM SHORTS.	
9:00	4	TOURNAMENT of champions, boxing.	
	5	BREAK THE BANK, quiz show with Bert Parks emcee.	
	9	CONTINENTAL SHOW.	
9:30	5	TOP VIEWS IN SPORTS with Jim- my Evans & Howard Miller, com- mentators.	
	9	FEATURE FILM.	
9:45	5	JIM HURLBUT'S feature stories.	
10:00	4	ERNIE SIMON, the curbstome cutup.	
	5	THE WEATHERMAN, Clint Youle.	
10:10	5	CLIFTON UTLEY and the news.	
10:15	4	MURDER BEFORE MIDNIGHT.	
10:30	5	RESERVED FOR GARROWAY.	
10:35	4	PIX OF THE NEWS.	
	5	BUT NOT FORGOTTEN, Herb Mintz.	
10:45	7	FLANA-GRAMS, sports news.	
	9	CHICAGOLAND NEWSREEL.	
10:50	5	LET'S LOOK AT SPORTS.	

(Stations reserve the right to change above listings without notice)



KEY FIGURES in WBKB's "Inside U.S.A." are Sheila Bond, Broadway ballerina; Mary Healy, singing star, and Peter Lind Hayes, comedian-MC. Telecast every other Thursday on channel 4, the new extravaganza extolls the past and present sagas of the American scene.

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TV Forecast for November 10, 1949

# Thursday

WBKB 4	WNBQ 5	WENR-TV 7	WGN-TV 9
9:00	4	UNITED NATION REPORTS.	
12:00	4	MULTISCOPE NEWS.	
2:00	4	UNITED NATION REPORTS.	
2:45	5	NEWS TELECAST.	
3:00	4	THE HOMEMAKERS' EXCHANGE.	
3:30	4	TV ALBUM.	
3:45	5	HI LADIES, Claude Kirchner m.c.	
	9	CHICAGOLAND NEWSREEL.	
4:00	4	MULTISCOPE NEWS.	
	9	CHICAGO COOKS, with B. Barkley.	
4:15	5	JUDY SPLINTERS, moppet show.	
4:30	5	HOWDY DOODY SHOW.	
	9	INDIVIDUALLY YOURS.	
4:45	9	SILHOUETTES IN SONG.	
4:55	4	TV BILLBOARD.	
5:00	5	CACTUS JIM, western film.	
	9	SMALL FRY CLUB.	
5:15	4	COMIC CAPERS.	
	7	LARRY ON LOCATION.	
5:30	4	LUCKY PUP.	
	9	CARSON'S CORRAL.	
5:45	4	WRANGLER'S CLUB, western theme.	
	7	DINNER MUSIC.	
	9	TRAIL BLAZERS' THEATER, "Coyote Trails."	
6:00	4	TIME FOR BEANIE.	
	5	KUKLA, FRAN AND OLLIE.	
6:15	4	CLARK'S CORNER, musical.	
6:30	4	CBS TELEVISION NEWS.	
	5	SHOWROOM, with Roberta Quinlan. Guest: Joey Adams.	
	7	SERIAL: "Vanishing Legion."	
	9	CATALOG QUIZ.	
6:45	4	WINDOW SHOPPING.	
	5	NEWS CARAVAN.	
	7	UNCLE MISTLETOE.	
	9	CHICAGOLAND NEWSREEL.	
6:55	4	RUTHIE ON THE TELEPHONE.	
7:00	4	FRONT PAGE.	
	5	HOLLYWOOD PREMIERE.	
	7	STOP THE MUSIC.	
	9	THE TEMPTONES, musical.	
7:30	4	INSIDE U. S. A., with Peter Lind Hayes (see page 12).	
	5	MARY KAY AND JOHNNY, comedy.	
	9	SPELL WITH ISBELL.	
8:00	4	ED WYNN SHOW, variety show.	
	5	To be announced.	
	7	STARRING BORIS KARLOFF.	
	9	MOREY AMSTERDAM SHOW.	
8:30	4	MIDWEST VIEWPOINT.	
	7	THE RUGGLES, modern-minded par- ents surrounded by jet-propelled, atom-powered children.	
	9	WRESTLING from Madison A.C. At intermission five finalists in the beauty contest will compete.	
8:45	4	OUR OF MYSTERY.	
9:00	5	MARTIN KANE, private eye starring William Gargan.	
	7	ROLLER DERBY. Joe Hassel and Ken Neidel narrate.	
9:30	5	WAYNE KING SHOW, musical vari- ety with the Waltz King.	
10:00	4	ERNIE SIMON, the curbstome cutup.	
	5	THE WEATHERMAN, Clint Youle.	
10:10	5	CLIFTON UTLEY and the news.	
10:15	4	CHICAGO B'NAI B'RITH council.	
	7	FLANA-GRAMS, sports commentary.	
10:30	5	RESERVED FOR GARROWAY.	
10:35	5	BUT NOT FORGOTTEN, Herb Mintz.	
10:45	9	CHICAGOLAND NEWSREEL.	
	4	MURDER BEFORE MIDNIGHT.	
10:50	5	LET'S LOOK AT SPORTS.	
11:05	4	PIX OF THE NEWS.	

(Stations reserve the right to change above listings without notice)



## THURSDAY NIGHT WRESTLING

Mental and Physical

"SPELL WITH ISBELL"  
at

7:30 p.m.

The old-fashioned spelling bee in  
a new dress with Harold Isbell.  
Laugh, suffer with contestants  
while they spell for prizes. Con-  
testants may be your friends, rela-  
tives, or neighbors.

## WRESTLING FROM MADISON A.C.

at

8:30 P.M.

See the top wrestlers in the  
country... follow your favorite  
grappling stars... with Jack  
Brickhouse and Harry Creighton  
covering the action from ring-  
side.



**WGN-TV**  
CHANNEL 9 - CHICAGO





## Is Berle Slipping?

FANS of NBComedian Milton Berle are wondering this week whether Mr. TV is still the No. 1 attraction on video, and judging from the flow of mail directed to the editors of this magazine, Berle seems to be faced with the problem of keeping awake some of his viewers gained last season.

Writes Mrs. Hazel Ehman of Homewood, Ill., "Berle's program is now one of the longest hours." She thinks he'll have to improve if he expects to stay on television, and that comes from an ardent Berle fan.

Letters from women are most scorching in their remarks, like the one from Mrs. Frank Henry of Downers Grove, Ill., that complained Berle "gets tiresome after awhile."

Most of the men folk seem to like punchy, gaggy Milton Berlinger, expert at shenanigans, and one of the most energetic guys in show business. Seen Tuesdays each week on WNBQ, channel 5, on "Star Theater," Milton does his best to wear out an audience with gags, puns, facial and bodily expressions, and a never-ending repertoire of collected old jokes.

Berle should be credited with being one of TV's fastest quick-change artists. The photos above prove it, revealing the stage-struck Berle in only a few of the many roles, some of which have led to law suits off the screen.

A TV executive who has seen comedians come and go this week said, "Berle will survive any deluge of anti-Berle letters. Television is a medium best suited to his particular style of comedy, and it will take a man of iron to meet the rugged schedule he now follows."

Said a tired housewife: "If I get just one laugh each week from my boy, Milton, I'm happy." She seemed to wrap up the thoughts of the many thousand other fans who did not write their feelings.

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A New Time To Learn How To Do It

### "VERSATILE VARIETIES"

8:00 - 8:30 P.M.  
A Gay Half Hour of Fun and Frolic

### "BIG STORY"

8:30 - 9:00 P.M.  
A Reporter's Scoop Dramatized

### "BOXING FROM NEW YORK"

9:00 - 9:45 P.M.  
Charlie Fusair vs. Terry Young

### "GREATEST FIGHTS"

9:45 - 10:00 P.M.  
The Baski-Woodcock Fight

### "TOUCHDOWN"

10:00 - 10:30 P.M.  
Your Hudson Host, Hugh Gallarneau

**WNBQ**  
CHICAGO  
CHANNEL 5

TV Forecast for November 11, 1949

## Friday

WBKB	WNBQ	WENR-TV	WGN-TV
4	5	7	9
10:00	4	MULTISCOPE NEWS. Get your news hot off the teletype.	
3:00	4	THE HOMEMAKERS' EXCHANGE. Louise Leslie conducts cooking school with tips the viewers.	
3:15	5	NEWS TELECAST.	
3:30	4	TV ALBUM, ticker tape news.	
3:45	9	CHICAGOLAND NEWSREEL.	
4:00	4	MULTISCOPE NEWS.	
	9	WOMEN'S MAGAZINE of the air. Homemaker show with Ruth Crowley and Ed Roberts.	
4:15	5	JUDY SPLINTERS and her alter ego Shirley Dinadale with guests.	
4:30	5	HOWDY DOODY SHOW with Howdy's pal Dilly Dally. Puppet show.	
	9	Test Pattern.	
4:55	4	TV BILLBOARD.	
5:00	5	CACTUS JIM, western films of adventure and rough riding cowboys.	
	9	SMALL FRY CLUB. Cartoons, films on safety, all for the kids.	
5:15	4	COMIC CAPERS. For fun and laughs watch Don's magic tricks.	
	7	LARRY ON LOCATION. Headquarters in a filing cabinet.	
5:30	4	LUCKY PUP and his pals find themselves in another predicament.	
	9	FAIR TEEN CLUB.	
5:45	4	WRANGLERS CLUB. Texas Bruce with stories, films of western life.	
	7	DINNER MUSIC.	
6:00	4	TIME FOR BEANIE. Puppet show, which takes place on a boat.	
	5	KUKLA, FRAN AND OLLIE. The Kuklapolitan players.	
	9	TRAIL BLAZERS' THEATER. "Silent Valley."	
6:15	4	CLARK'S CORNER. Johnny Clark sings the news for his corner gazett.	
6:30	4	CBS TELEVISION NEWS.	
	5	SHOWROOM with Morton Downey.	
	7	SERIAL: "Vanishing Legion."	
	9	CATALOG QUIZ with Eddie Hubbard and Eleanor Engle m.c.'s.	
6:45	4	WINDOW SHOPPING. Pat Banks.	
	5	NEWS CARAVAN.	
	7	UNCLE MISTLETOE, assisted by Aunt Judy (Jennifer Holt).	
	9	CHICAGOLAND NEWSREEL.	
6:55	4	RUTHIE ON THE TELEPHONE. Ruthie gets in and out of trouble.	
7:00	4	MAMA, domestic comedy. Peggy Wood as "mama" Hansen.	
	5	ONE MAN'S FAMILY. Saga of family life, about younger generation.	
	7	NATIONAL PRO HIGHLIGHTS. Football at its best.	
	9	HANDS OF MURDER, drama.	
7:30	4	MAN AGAINST CRIME. Ralph Belamy, as Mike Barnett, solves crime.	
	5	WALT'S WORKSHOP. Tips on building and repair by Walter Durbahn.	
	7	BLIND DATE. Arlene Francis m.c.	
	9	BIG TEN FOOTBALL with film clips of recent games.	
8:00	4	54TH STREET REVUE, musical variety show with Al Bernie emcee.	
	5	VERSATILE VARIETIES. Harold Barry m.c. presenting Nikolai Paul and Shari, Balinese & Indian dancers; Sylvia Miles, comedienne; Bruce Raeburn, sophisticated song stylist; and the Radio Aces, comedy impressionists.	
	7	HOLLYWOOD SCREEN TEST. Neil Hamilton introduces potential stars.	

(Stations reserve the right to change above listings without notice)

TV Forecast

TV Forecast for November 11, 1949

## Friday

WBKB	WNBQ	WENR-TV	WGN-TV
4	5	7	9
8:15	9	THE WORLD IS YOURS, travel film.	
8:30	5	FILM.	
	9	BIG STORY. Joseph Clark, Phil. Inquirer, catches a murderer.	
	7	FUN FOR THE MONEY. Quiz show with Johnny Olsen m.c.	
	9	To be announced.	
9:00	4	PEOPLES' PLATFORM, discussion by a panel of experts conducted by Charles Collingwood.	
	5	BOXING BOUTS from New York. Charlie Fuson vs. Terry Young.	
	7	OUR GAL TONI, unique disc jockey show with Toni Gilman m.c.	
9:30	9	AMATEUR BOXING from Madison.	
	4	YOUR SECOND CUP (of coffee).	
9:45	4	FILM SHORTS.	
	5	GREATEST FIGHTS OF THE CENTURY. Baski vs. Woodcock.	
10:00	4	ERNIE SIMON.	
	5	TOUCHDOWN CLUB.	
	7	FLANA-GRAMS. Pat Flanagan gives you his views on sports.	
10:15	4	WRESTLING FROM HOLLYWOOD. Westcoast glamour boys perform.	
10:30	5	RESERVED FOR GARROWAY.	
10:35	5	THE WEATHERMAN, Clint Youle.	
10:45	5	BUT NOT FORGOTTEN, Herb Mintz.	
	9	CHICAGOLAND NEWSREEL.	
11:00	4	PIX OF THE NEWS.	
	5	LET'S LOOK AT SPORTS.	

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## Trudi Germa—Miss Television 1949

*TV Forecast* magazine presented the crown and loving cup to Miss Trudi Germa, winner of the Miss Television of 1949 beauty and talent contest at the recent national TV show in Chicago. The winner is shown posing in the exhibit staged by this publication.



# DON'T BE A *TINKER!*

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boxing circle

**Football**

Saturday, Nov. 12, 1:45 p.m.

Colgate at Northwestern  
Another thrilling  
grid battle

**"Clark's Corners"**

Mon. thru Fri., 6:15 p.m.

Johnny Clark sings and plays  
your favorite tunes

**"This Is  
Show Business"**

Sunday, 6:30 p.m.

Clifton Fadiman and his witty  
board of experts solve the  
problems of the man on the street



**WBKB** CHICAGO

**BALABAN & KATZ TELEVISION THEATRE**